

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, August 9, 2019 – 10:00 am - 12:00 pm
Zions Bank Basketball Center
1420 500 W
Salt Lake City, UT 84115

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
2. **Approval of Minutes - (10:10 pm)**
3. **Managing Director Report: Vicki Varela - (10:15 am)**
4. **ALSCO Recognition: Vicki Varela- (10:25 am)**
5. **Office of Outdoor Recreation Update: Tom Adams - (10:40 am)**
6. **Co-op Awards: Kym Buttschardt - (10:55 am)**
7. **Marketing Committee Report: Dave Williams/Struck/Love Communications**
 - **Dashboard - (11:10 am)**
 - **Three-Season Update - (11:15 am)**
 - **Winter Construct Summary - (11:25 am)**
 - **Winter Media Buy- (11:40 am)**
 - **Urban Social Media Influencer Results - (11:50 am)**
 - **Urban and Year-Round Budget Strategy - (12:00 pm)**
8. **UTIA Update - Katilin Eskelson - (12:10 pm)**
9. **New Business/Public Comment - (12:20 pm)**

Meeting adjourned – The board meeting will be held on Tuesday, September 17, 2019 from 10:30 am - 11:30 am at the Eccles Conference Center in Logan, UT.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state